Web Performance Metrics-CBP.gov

Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Total Visits

2,113,709
% of Total: 100.00% (2,113,709)

Avg. Visit Duration

00:02:37
Avg for View: 00:02:37 (0.00%)

Pageviews

6,412,107
% of Total: 100.00% (6,412,107)

Unique Visitors

1,564,042
% of Total: 100.00% (1,564,042)

Avg. Pages / Visit

3.03
Avg for View: 3.03 (0.00%)

Avg. Time on Page

00:01:17
Avg for View: 00:01:17 (0.00%)
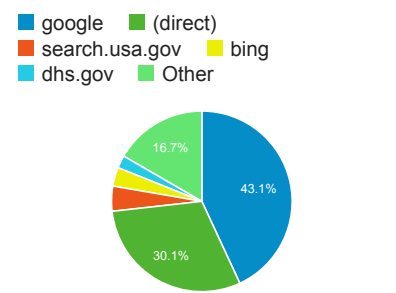
Bounce Rate

39.33%
Avg for View: 39.33% (0.00%)

Top Pages

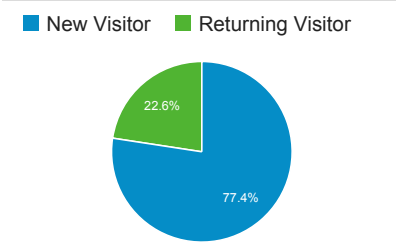| Page Title	Pageviews	Bounce Rate
Global Entry | U.S. Customs and Border Protection	508,724	21.16%
U.S. Customs and Border Protection | Securing America's Borders	370,538	39.57%
Arrival/Departure Forms: I-94 and I-94W | U.S. Customs and Border Protection	264,349	22.81%
How to Apply for Global Entry | U.S. Customs and Border Protection	249,758	22.01%
Locate a Port of Entry | U.S. Customs and Border Protection	181,319	24.33%
Electronic System for Travel Authorization | U.S. Customs and Border Protection	167,853	26.64%
For U.S. Citizens/Lawful Permanent Residents | U.S. Customs and Border Protection	152,402	39.84%
Global Entry Enrollment Centers | U.S. Customs and Border Protection	141,342	13.26%
Can't Find Needed Content? | U.S. Customs and Border Protection	123,579	63.52%
Contact Us | U.S. Customs and Border Protection	113,343	37.63%

Visits by Social Network

Social Network	Sessions
Facebook	10,223
TripAdvisor	5,586
Twitter	2,728
Naver	910
Blogger	512
Stack Exchange	318
reddit	226

Visits by Source

- google
- (direct)
- search.usa.gov
- bing
- dhs.gov
- Other

43.1%
30.1%
16.7%

New vs. Returned Visitors

- New Visitor
- Returning Visitor

22.6%
77.4%

Pageviews and Pages / Session by …

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,342,574	3.07
Yes	2,069,533	2.97